

TSSG

TSSGCOACHING.COM

PRODUCT MAP & SYSTEM GUIDEBOOK





WE KNOW GENERATOR SALES

Most generator dealerships don't have a sales-people problem - they have a process problem. The talent is there. What's missing is a formalized sales system that makes results consistent, follow-up automatic, and revenue predictable.



ENTER TSSG

TSSG was built by GENERAC dealers, for GENERAC dealers; combining real-world coaching with the right systems to create better processes, higher closing percentages, and more money in the door.

WHAT WE DO

- > **Field Tested Live Conferences** – Hands-on, in-person training focused on proven sales and operational systems.
- > **Dealership Coaching** – One-on-one and team coaching to tighten processes, improve execution, and scale profitably.
- > **Zuper Field Service Management** – Custom-built FSM setups that connect sales, scheduling, installs, and service.
- > **Digital Marketing & Creative Services** – Websites, advertising, social media, and in-field sales materials designed to drive better leads and higher close rates.

THE IMPACT

HIGHER CLOSING PERCENTAGES

Consistent process, faster follow up, more deals closed, more installations booked.

BETTER CUSTOMER EXPERIENCE

Clear communication and education from initial outreach to IHC booked to installation scheduled.

PROVEN IN THE GENERAC NETWORK

Trusted by more than 145 dealers across 36 states and proven in the GENERAC ecosystem.

MORE MONEY IN THE DOOR

Fewer leads and deals left on the table. More predictable revenue for your dealership.

NATIONAL FOOTPRINT

145 DEALERS
36 STATES
1 FIELD-TESTED SYSTEM



SALES PERFORMANCE IMPACT



DIGITAL SYSTEMS IMPACT



THIS SYSTEM

SELLS GENERATORS

OKLAHOMA

GENERATOR

OKLAHOMA GENERATOR

LOCATION: TULSA & OKC, OK

DEALER STATUS: PRESTIGE

MAINT CONTRACTS: 4500+

OF EMPLOYEES: 45

DESPITE GREAT REVENUE IN 2023, OKGEN WASN'T AS PROFITABLE AS THEY COULD HAVE BEEN. THE ISSUE WASN'T SALES, IT WAS SCALE.

KEVIN & TEAM TRIPLED THEIR SALES KPI'S, INCREASED PROFITABILITY, AND IMPROVED EFFICIENCY ACROSS MULTIPLE TEAMS AFTER WORKING WITH TSSG.



TSSG CUSTOMER SINCE JAN 2024

THE TSSG SOLUTION:

Oklahoma Generator partnered with TSSG across the entire business to fix root problems—not just surface symptoms.

Field Tested Live Conferences

Gained real-world insight into how top-performing generator dealers run their businesses, helping clarify what systems, structure, and scale actually look like in practice.

Dealership Coaching

Worked with TSSG to identify operational gaps, standardize processes, and build a business that didn't rely on the owner being involved in every decision and task.

Zuper Field Service Management Software

Implemented a modern FSM platform to centralize scheduling, installs, service, billing, and reporting—giving full visibility into job status, cash flow, and team performance.

Digital Marketing & Creative Services

Aligned marketing, branding, and customer experience with the new operational foundation to support growth without adding chaos.

“2023 was a near-record year for workload and revenue—but the net profit didn't match the effort. The problem wasn't demand. It was a lack of standardized processes, consistent execution, and visibility across the business. Through TSSG's coaching, systems, and technology, we were able to bring structure to how we sell, schedule, install, and service work. Implementing a centralized field service platform gave us one source of truth for daily operations, while standardized workflows removed the chaos. The result was better efficiency, stronger control of the business, and profitability that finally caught up with how busy we were.”



KEVIN LARRISON - OWNER
OKLAHOMA GENERATOR

REVENUE VS PROFIT: BEFORE TSSG VS AFTER TSSG



SALES KPIs: 2025 (INCLUDING POWERPLAY)



HOW WE DID IT:



Achieving this level of efficiency and profitability in Oklahoma - a crowded, highly competitive generator market - shows the OKGEN team's dedication and commitment to scalable growth.

THIS SYSTEM SELLS GENERATORS

GET TICKETS TO FIELD-TESTED LIVE:





LOCATION: **WHITEVILLE, NC**

DEALER STATUS: **ELITE+**

MAINT CONTRACTS: **3000**

OF EMPLOYEES: **5**

PRIDGEN POWER

TOM PRIDGEN AND THE TEAM AT PRIDGEN POWER HAD A TON OF LEADS, BUT LACKED SYSTEMS AND PROCESSES TO CAPTIALIZE ON THOSE OPPORTUNITIES

TOM TRIPLED HIS SALES AND UPGRADED HIS DEALER STATUS AFTER WORKING WITH THE TSSG TEAM TO ESTABLISH THE RIGHT PROCESSES AND PROCEDURES



TSSG CUSTOMER SINCE JAN 2024

THE TSSG SOLUTION:

Pridgen Power partnered with TSSG to modernize how the dealership sells, operates, and scales—using proven systems built specifically for generator businesses.

Field Tested Live Conferences

Exposure to real dealer playbooks and modern selling strategies helped reshape how Pridgen Power thinks about growth, customer expectations, and what it takes to compete in today's market.

Dealership Coaching

TSSG worked closely with leadership to refine the sales approach, define roles, and move the dealership from an informal, personality-driven sales process to a structured, repeatable system.

Zuper Field Service Management Software

Operational tools were aligned with sales workflows to ensure clean handoffs from sold jobs to installs and service, reducing friction and improving the overall customer experience.

Digital Marketing & Creative Services

Marketing and messaging were aligned with the new sales and operational structure to support demand, set expectations, and reinforce trust throughout the buyer journey.

"We finally got the dealership operating as one team, with one playbook, one process, and clear communication from first lead through install and service. With TSSG's dealership coaching, sales automation, and field operations systems, we tightened up how work moves through the business, clarified roles and responsibilities, and built repeatable workflows our team actually follows. The visibility alone changed how we operate day to day. Now we can confidently handle more opportunities without the chaos, and it finally feels like we're ahead of the game instead of always playing catch-up."

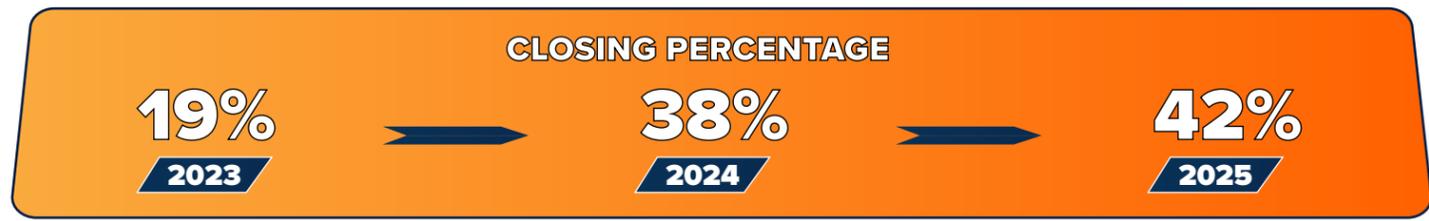


TOM PRIDGEN - OWNER PRIDGEN POWER

SALES GROWTH:



With TSSG's business builder dealership coaching Pridgen Power closed more than triple in generator sales year-over-year.



GENERAC DEALER STATUS UPGRADE

ELITE ➡ **PowerProELITE+**

THIS SYSTEM SELLS GENERATORS

GET TICKETS TO FIELD-TESTED LIVE:





MORE TSSG

RESULTS



LOCATION: MICHIANA, IN
DEALER STATUS: ELITE+
MAINT CONTRACTS: 3000
OF EMPLOYEES: 10

ELEVATED POWER

AFTER WORKING WITH TSSG, BEN SAW A 45% INCREASE IN SALES YOY & EXPANDED HIS DEALERSHIP INTO A NEW SERVICE AREA

TSSG CUSTOMER SINCE JAN 2025



BOUDREAUX ELECTRICAL

UPDATED PROCESSES AND A BETTER CUSTOMER EXPERIENCE BROUGHT HIGHER APPOINTMENT AND CLOSE RATES

TSSG CUSTOMER SINCE FEB 2024

LOCATION: NAPOLEONVILLE, LA
DEALER STATUS: PREMIER
MAINT CONTRACTS: 3000
OF EMPLOYEES: 15



"I would say the biggest value TSSG brings is multiple experts under one roof. I can't hire 30 people, but what I CAN do is hire TSSG who has all these experts, each with a specialty.

Dan is helping with my marketing and ads and he's hitting home runs for me. Chris supercharged my sales process. Gary is the tech whiz on all the software. So even though I can't hire people, I have a full team in my corner.

As I've grown, the biggest thing I've learned is you just can't do everything by yourself. Having a team like TSSG helps in all these areas with each of them being super important for growth and continuing to scale."

► **BEN KURTZ - OWNER**

WHAT WE DID TOGETHER:

Field Tested Live - Gained firsthand exposure to proven dealer sales systems, pipeline management strategies, and real-world best practices from high-performing generator businesses.

Zuper Field Service Management - Centralized lead tracking, sales activity, and job information into one system, improving visibility, follow-up, and consistency across the pipeline.

Digital Marketing & Creative Services - Improved inbound lead quality through clearer messaging, an improved website, stronger positioning, and better homeowner education before the first appointment.

Built the Foundation for Market Expansion - With systems and marketing in place, Elevated Power was able to confidently expand into a new territory without sacrificing execution or customer experience.

SALES KPIs
W/TSSG:

173

TOTAL LEADS

70%

BOOKED APPT RATE

121

IHCs

37%

CLOSE RATE

44

SOLD UNITS

SALES KPIs: 2024-2025 (INCLUDING POWERPLAY)

1464

TOTAL LEADS

67%

BOOKED APPT RATE

980

IHCs

34%

CLOSE RATE

326

SOLD UNITS

WHAT WE DID TOGETHER:

- Field Tested Live** exposed the team to real-world dealer systems and modern sales expectations, helping reset how they approach in-home consultations and customer education.
- Dealership Coaching** helped refine their sales process, tighten qualification, and align the team around a clearer path from lead to close.
- Zuper Field Service Management** Software gave the dealership a professional, detail-rich way to manage jobs, document work, and present information to customers; building trust and confidence at every step.

THE RESULTS:

Shorter Sales Cycle - Deals moved faster from first contact to close, with clearer expectations and fewer stalls in the process.

Higher Conversion Rates - A significantly higher percentage of leads now convert into in-home consultations—and into sold jobs—thanks to better qualification and a more consistent sales experience.

Stronger Customer Confidence - Customers consistently respond positively to the level of detail, transparency, and professionalism enabled by the field service management system, making decisions easier and smoother.

THIS SYSTEM SELLS GENERATORS

GET TICKETS TO FIELD-TESTED LIVE:





LOCATION: BOCA RATON, FL

DEALER STATUS: PRESTIGE

MAINT CONTRACTS: 12,000

OF EMPLOYEES: 125

RACK ELECTRIC

RACK ELECTRIC AND THE TEAM HAD PLENTY OF LEADS COMING IN BUT THEIR CLOSING WAS INCONSISTENT WHICH MADE FORECASTING & PLANNING DIFFICULT

BY EMPLOYING THE TSSG FIELD-TESTED SALES SYSTEM, FINANCING WAS EMPHASIZED DURING APPOINTMENTS ALLOWING MORE PREDICTABLE OUTCOMES



TSSG CUSTOMER SINCE JUN 2024

THE TSSG SOLUTION:

Rack Electric partnered with TSSG to bring structure, discipline, and modern sales fundamentals to their generator sales operation—focusing on the behaviors that directly impact close rate, speed, and buyer confidence.

Field Tested Live Conferences

At Field Tested Live, Rack Electric was exposed to proven, real-world dealer sales systems used by top-performing generator businesses. A major focus was how and when to introduce financing into the sales conversation to reduce friction, eliminate sticker shock, and keep deals moving forward. These sessions helped reshape how the team approached qualification, buyer conversations, and next steps.

Dealership Coaching

Through ongoing dealership coaching, TSSG helped Rack Electric implement the Field Tested Sales System inside their own business. This included standardizing discovery questions, defining a clear sales flow, and training the team to confidently introduce financing early in the process—not as a last resort, but as a core part of the buying journey.

TSSG worked directly with the sales team on financing conversations, objection handling, and presentation techniques, resulting in a 150% increase in Synchrony financing applications. Financing became a consistent, repeatable tool instead of an uncomfortable

“The process is simple, practical, and immediately usable, which is what made it so effective for our team. TSSG didn’t just talk theory; they gave us hands-on guidance we could apply right away. Our discovery conversations improved, objection handling became more natural, and follow-up stopped being inconsistent or reactive.”

One of the biggest shifts for us was financing. Once we learned how to introduce payment options earlier and more confidently, the entire sales conversation changed. Customers felt more informed, decisions became easier, and deals moved forward faster. That change alone had a massive impact on our results, and we saw the difference almost immediately.”

**▶ JAMY DIAZ
SALES DIRECTOR**

SALES KPIS WITH TSSG:

50%

MORE REVENUE

TOTAL REVENUE INCREASED BY 50% AFTER IMPLEMENTING THE FIELD-TESTED LIVE PROCESS AND PUSHING SYNCHRONY

41%

FASTER CLOSES

TIME FROM LEAD TO CLOSE DEAL WAS ALMOST CUT IN HALF WITH THE RIGHT PRE-IHC EDUCATION AND FOLLOW UPS

THESE KPIS WERE ACHIEVED W/

25%

FEWER LEADS

LESS VOLUME WAY MORE EFFICIENCY

SYNCHRONY FINANCING KPIS w/TSSG

150%

INCREASE IN TOTAL APPS

305%

INCREASE IN FINANCED FUNDS

525%

INCREASE IN FUNDED DEALS

THIS SYSTEM SELLS GENERATORS

GET TICKETS TO FIELD-TESTED LIVE:



TSSG's NEXT-LEVEL GENERAC SALES TRAINING CONFERENCE

Field Tested Live is TSSG's in-person **generator sales conference** where generator dealers learn proven sales and operational systems from real-world examples; not vague theory.

WHO ITS FOR:

- Generator Dealership Owners
- Sales Representatives & Leaders
- Office Workers & Admin Teams
- Anyone looking to grow their dealership with consistent results.

WHAT YOU'LL LEARN:

- **A simple, repeatable sales process** from first touch to install.
- **Proven scripts** to qualify fast and build trust.
- Quote in minutes and close without pressure or gimmicks.
- **Handle objections:** price, scope, timeline, "need to think about it."
- Follow-up frameworks that **convert consistently**.
- Scorecards, feedback plans, and coaching rhythms to **keep reps producing weekly**.
- Turn your "best day ever" into a system the whole team can run.

One day. Zero guesswork. Learn the **Field-Tested process** - proven to help your team close more deals more quickly - through structure, scripts, and practice. **No fluff or gimmicks, just real, proven strategies.**

WHAT YOU GET:

- **Full-day live training with Chris Stilwell + guest experts**
- **Printed workbook, scripts, and plug and play templates**
- **Live role-plays, talk tracks, and objection handling**
- **TSSG swag + networking mixer with other dealers**
- **Exclusive discounts from sponsors + other TSSG services**



2026 TOUR DATES/CITIES:

SARATOGA, NY - 4/1
CHICAGO, IL - 5/6

CHARLOTTE, NC 6/3
DALLAS, TX 7/22

GET FTL '26 TICKETS NOW!



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"It was one of the most impactful sales training experiences I've been a part of. It reinforced just how critical the TSSG sales process has been for our business. It has truly been a game changer for us."

- MICHAEL MURPHY
PREMIER GENERATORS OF TEXAS

Damian Jackson
7 reviews · 2 photos
★★★★★ a week ago NEW
This selling conference was great I'm coming back next year. Also it's better Generac sells class. Thank you

Nick O'Neill
8 reviews
★★★★★
This training absolutely improved my knowledge and confidence in everything in great detail but made it simple enough for anyone to follow. TSSG for anyone looking to better their knowledge and sales training.

Ashley Pena
3 reviews · 4 photos
★★★★★
I can honestly say Chris has been absolutely amazing; his training is more with customers and closing deals, I learned a lot of things that would 100 percent recommend him. He has also a great personality.

Kevin Hingle
Local Guide · 24 reviews · 50 photos
★★★★★
Chris has great energy and did an excellent job explaining sales tactics back to our team to build our business!

Wayne Lang
1 review
★★★★★ 2 months ago
Chris and his crew are simply amazing. If you want to sharpen your skills and get better at whatever you do, coaching and training are the best ways to make yourself stand out taller from everyone else. Chris is a "No Bullshit" kinda guy that delivers straight to the point facts and knowledge on how and what to do/stay to get your customers engaged and raise you closing rates. You will not regret investing in your future with this company and once you do, there will be big things to come!

Joshua Tobey
2 reviews · 1 photo
★★★★★ a week ago NEW
Absolutely the best field tested sales coaching. Updated and automated sales processes for your business now and growing into the future! Amazing team over at TSSG!!

Drew Dekker
Local Guide · 65 reviews · 8 photos
★★★★★ a week ago NEW
Amazing experience attending Chris' sessions. If you want to increase your sales and improve your process. Use these guys.

Mandy Cabrera
14 reviews
★★★★★
Five star experience and top-tier training program which provides a great scope of detail and processes for success. Possibly the best program I have been in over the decade and a half of my sales career

WATCH THE RECAP FROM FTL HOUSTON:



GET TICKETS TO FIELD-TESTED LIVE:



THE SYSTEM PROVEN TO SELL MORE GENERATORS



WHAT THE GENERAC TEAM IS SAYING ABOUT TSSG:



WHAT OUR COACHING CUSTOMERS ARE SAYING:

“Working with TSSG has been one of the best decisions I’ve made for growing Treasure Coast Generators LLC. Chris and his entire team — including Dan and Corey — are truly exceptional. Their business consulting approach is hands-on, strategic, and tailored to exactly what my company needs.

They’ve helped me streamline operations, improve our systems, and create a clear path for long-term growth. The level of professionalism, communication, and genuine commitment to our success is unmatched.

If you’re looking for a consulting team that actually delivers results and cares about your business, I highly recommend TSSG. They’ve made a huge impact on our company, and I’m excited to keep building with them.”

► **ROB PELLICCI - OWNER - TREASURE COAST GENERATORS**



HEIDI ZAHNER

SENIOR DSM



I recently sat in with Chris and the TSSG team during one of their conferences, and the impact was immediate. Their sales scripting, combined with their overall sales process, is truly a game changer for generator dealers. **It gives sales teams clear direction, confidence in their conversations, and a repeatable approach** that works in today’s market.

TSSG helps dealers **stay competitive by aligning their sales process with how customers actually buy today**, not how they used to buy years ago.

I’ve seen firsthand how TSSG has helped my dealers stand out, perform better, and close more deals. **I highly recommend working with TSSG to any dealership that wants to sharpen their sales team and improve their numbers.**

CALEB REYNOLDS

SENIOR DSM



I’ve seen TSSG’s process deliver real, measurable results **at every dealer I’ve introduced them to**. They don’t offer generic advice or programs. Instead, they take the time to understand each dealership’s goals and challenges, then build **practical systems that actually work in the field**.

The TSSG team helps elevate both your operations and your customer experience, creating smoother processes and stronger sales conversations. Their guidance and tools don’t just help you keep up with the industry, they position you to **stand out from other dealers and compete at a higher level**.

If you’re serious about growth, **TSSG provides the structure and strategy needed to move your business exactly where you want it to go.**

“TSSG has been nothing short of exceptional from start to finish. Their team operates with professionalism, attention to detail, and a genuine commitment to delivering results. Communication is clear and timely, their work is executed with precision, and they consistently go above and beyond expectations.

What truly sets TSSG apart is their depth of knowledge, problem-solving ability, and willingness to adapt to unique project needs. They don’t just provide a service — they deliver peace of mind knowing the job will be done right the first time.

If you’re looking for a reliable, highly skilled, and customer-focused partner, I can’t recommend TSSG enough. They are the kind of team you want in your corner.”

► **JESSE RACK - OWNER - RACK ELECTRIC**



LEARN MORE ABOUT HOW TSSG CAN HELP YOUR DEALERSHIP:





FIELD SERVICE MANAGEMENT FOR GENERAC DEALERS

Zuper is a field service management (FSM) platform that helps generator dealerships run service- and install operations from end-to-end: dispatching, scheduling, work orders, mobile tech execution, and customer updates—all in one system.

WHAT YOU GET:

- > **Job Checklists:** Ensure every installation and maintenance job is consistently completed.
- > **Asset Tracking:** Track work history, serial numbers, and warranty info in one place.
- > **Inventory Management:** Monitor stock, track parts, and get alerted when inventory is low.
- > **Dispatch & Routing:** Optimize routes, schedule crews, and set up service zones.
- > **Recurring Jobs:** Auto-generate jobs, collect payments, and sync billing with Quickbooks.
- > **Communications:** Send automated emails and texts about installation details or billing.

TSSG & Zuper have partnered to deliver a dealer-ready FSM built specifically for GENERAC dealerships—not a generic “field service app” you have to force-fit. Your team runs a standardized process and your operation gets leaner as you grow.

WHY IT MATTERS:

- > **Keep Every Job on Track:** Detailed checklists and clear processes ensure jobs are consistent.
- > **Simplify Asset Management:** One platform to track warranties, serials, and service history.
- > **Anticipate Your Part Needs:** Manage stock levels to avoid delays and returns.
- > **Maximize Fleet Efficiency:** Smarter dispatching and optimized routes saves time and gas.
- > **Improve Cash Flow:** Make it easier for customers to pay you and manage their contracts.

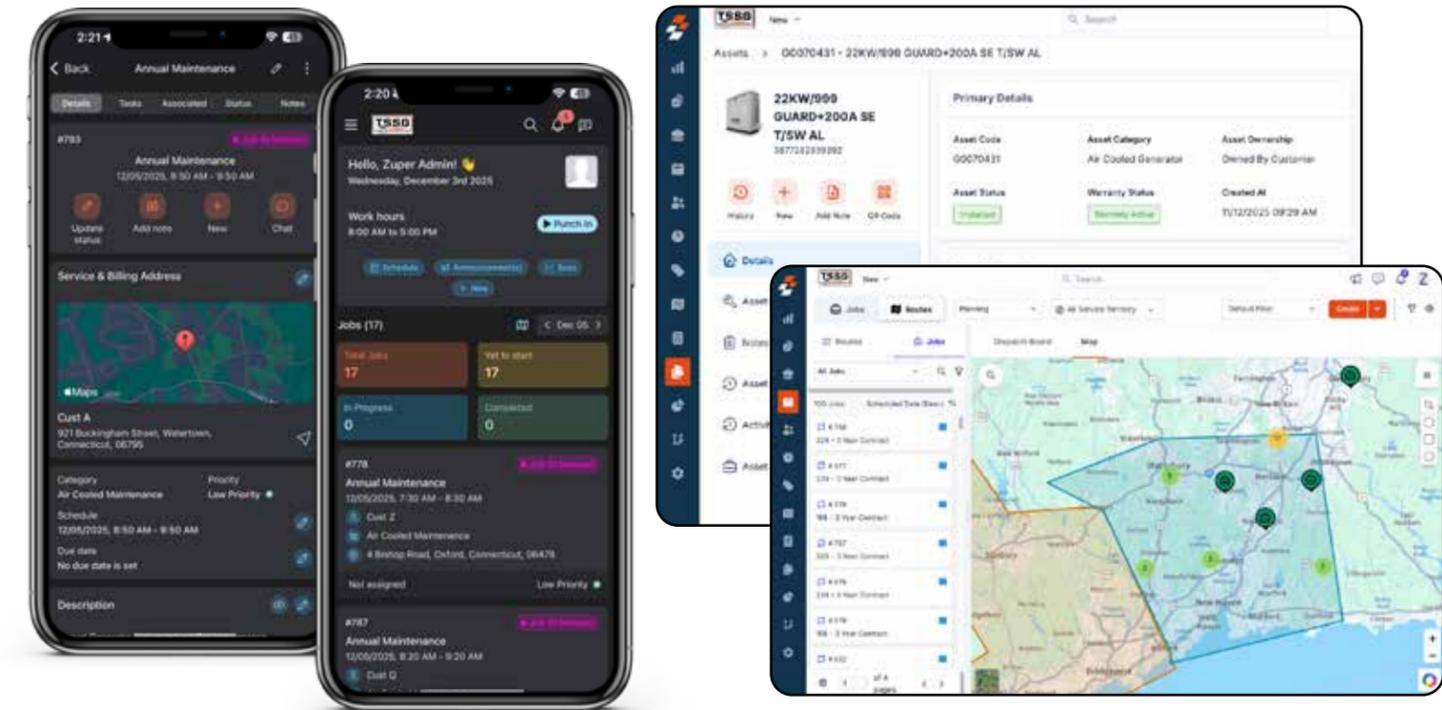


GENERAC DEALERSHIPS USING ZUPER FSM HAVE SEEN:



MAKE THE MOST OUT OF EVERY INTERACTION WITH YOUR CUSTOMERS

You're not just managing your dealership—you're empowering your team to deliver flawless service every time. Let Zuper & TSSG's field service management system, designed for generator dealers, revolutionize your operations and help your dealership stand out.



THIS SYSTEM SELLS GENERATORS

LEARN MORE ABOUT HOW ZUPER AND TSSG CAN HELP YOUR COMPANY:



DIGITAL MARKETING & CREATIVE FOR GENERAC DEALERS

We help generator dealers attract better leads, tell a clearer story, and **show up professionally at every touchpoint—online and in the field.** TSSG’s marketing and creative services are built specifically for GENERAC generator dealers.

Everything we create is designed to support your sales process, set expectations before the appointment, educate your customers, and most importantly **make it easier for homeowners to say yes** during your IHCs

WHAT WE DO:



Digital Advertising

Targeted campaigns built to drive real demand—not wasted clicks. We manage paid search and social ads designed to capture high-intent homeowners and feed your sales pipeline with qualified leads.



Website Design & Development

High-converting websites built for generator dealers. Clear messaging, strong calls to action, financing visibility, and trust-building content that turns traffic into booked appointments.



Social Media Management

Consistent, professional social presence that builds credibility, educates homeowners, and keeps your brand top-of-mind—without becoming a time drain for your team.



Print & In-Field Marketing

Marketing that works where the sale actually happens - Direct mail pieces and neighborhood mailers, in-home consultation sales guides, door hangers and leave-behinds, branded proposal and financing materials, and more.



WHAT OUR MARKETING CUSTOMERS ARE SAYING:



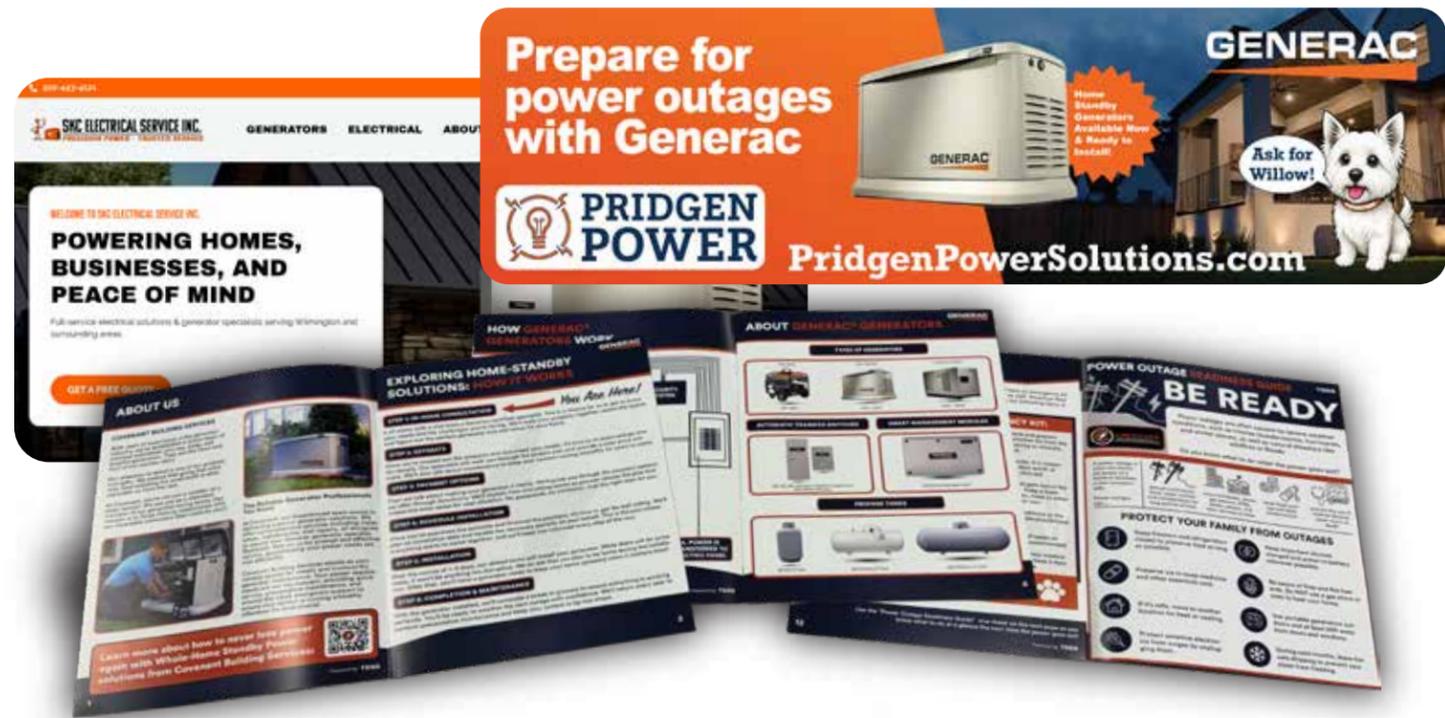
“I’m essentially a one-man show, so time and focus matter. Before working with TSSG, I was trying to sell, run the business, and figure out marketing all at the same time and it just wasn’t sustainable.”

TSSG helped me build a complete digital ecosystem that actually works. They rebuilt my website, set up automations that save me time, and managed all my social media and ads in a way that all works together. Now I’m consistently generating 30+ leads a month completely hands off, without having to constantly think about where the next job is coming from.”

► BRYAN LOGUE - OWNER - BP LOGUE & CO

MARKETING FUNNELS BUILT TO DRIVE CALLS, CLICKS, & CONVERSIONS

Our marketing isn’t built in a vacuum. It’s designed to align with your sales process, financing strategy, and field operations—so leads are better informed, appointments go smoother, and close rates improve.



THIS SYSTEM SELLS GENERATORS

LEARN MORE ABOUT TSSG’S CREATIVE MARKETING SERVICES:



A MESSAGE FROM STEVE SCHRIEBER:

The generator industry and customer expectations are changing fast. What I've seen with TSSG is their ability to **quickly spot what's not working and build simple, proven systems that today's buyers actually respond to.**

TSSG helps improve every part of your business, shortens your sales cycle, and removes friction from the sales process. **They focus 100% on the generator space** and make powerful tools feel easy, not overwhelming.

The real question for Generac dealers is simple: **are you ready to take action and hit your dealership's goals?**

STEVE SCHRIEBER

DIRECTOR OF SALES - GENERAC



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